CLAIMS

What is claimed is:

1. A method for displaying viewer reactions to a display object, the method comprising the steps of:

a) dividing the display object into a plurality of spatial regions;

b) collecting viewer reactions to an exposure to the display object;

c) correlating the viewer reactions with the spatial regions; and

d) displaying the display object with an aspect of a display of each spatial region being a function of the viewer reactions for the region.

2. The method of claim 1 wherein the dividing step comprises dividing the display object into a matrix, with each spatial region being a cell of the matrix.

3. The method of claim 1 wherein the collecting step comprises exposing a viewer to the display object for a duration between ¼ and 4 second.

4. The method of claim 1 wherein the collecting step comprises exposing a plurality of viewers to the display object.

5. The method of claim 1 wherein the collecting step comprises exposing a viewer to a plurality of exposures to the display object.

6. The method of claim 1 wherein the displaying step comprises displaying the display object with transparency of a display of each spatial region being a function of the viewer reactions for the region.

7. The method of claim 1 wherein the displaying step comprises displaying the display object with color tingeing of a display of each spatial region being a function of the viewer reactions for the region.

8. The method of claim 1 wherein the displaying step comprises displaying a static image.

9. The method of claim 1 wherein the displaying step comprises displaying images as a motion picture.

10. The method of claim 1 wherein the displaying step comprises displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.

11. An apparatus for displaying viewer reactions to a display object, said apparatus comprising:

means for dividing the display object into a plurality of spatial regions;

means for correlating viewer reactions to an exposure to the display object with said spatial regions; and

means for displaying the display object with an aspect of a display of each of said spatial regions being a function of the viewer reactions for said region.

12. The apparatus of claim 11 wherein said dividing means comprises means for dividing the display object into a matrix, with each of said spatial regions being a cell of said matrix.

13. The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions to exposures to the display object for a duration between ¼ and 4 second.

14. The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of viewers to the display object.

15. The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of exposures to the display object.

16. The apparatus of claim 11 wherein said display means comprises means for displaying the display object with transparency of a display of each of said spatial regions being a function of the viewer reactions for said region.

17. The apparatus of claim 11 wherein said display means comprises means for displaying the display object with color tingeing of a display of each of said spatial regions being a function of the viewer reactions for said region.

18. The apparatus of claim 11 wherein said display means comprises means for displaying a static image.

19. The apparatus of claim 11 wherein said display means comprises means for displaying images as a motion picture.

20. The apparatus of claim 11 wherein said display means comprises means for displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.